

> Effective Reporting Strategies from the Field

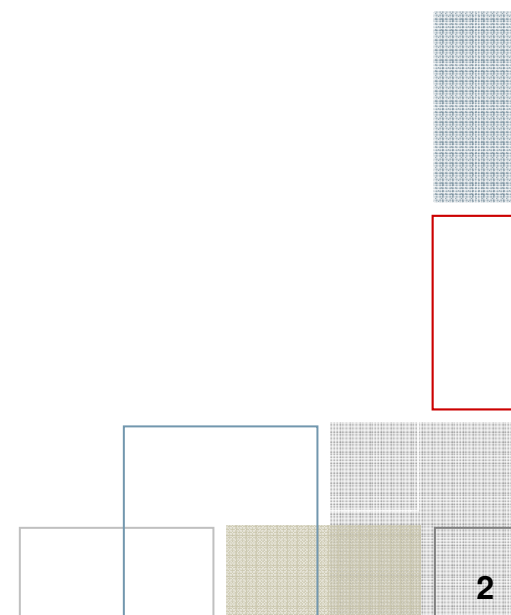
"in God we trust, all others **must** bring data"



> Commonly Asked Questions

SPSS

- Can I get copies of these slides after the event?
- Is this event being recorded for later viewing?



> Commonly Asked Questions

SPSS

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Yes

- Is this event being recorded for later viewing?

Yes

www.spss.com/events

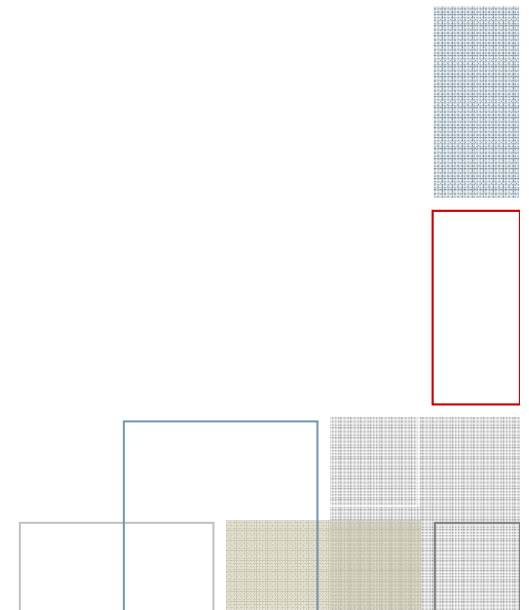
> It's all about leveraging all of your data to drive actionable insight into business processes



> Our Objective:

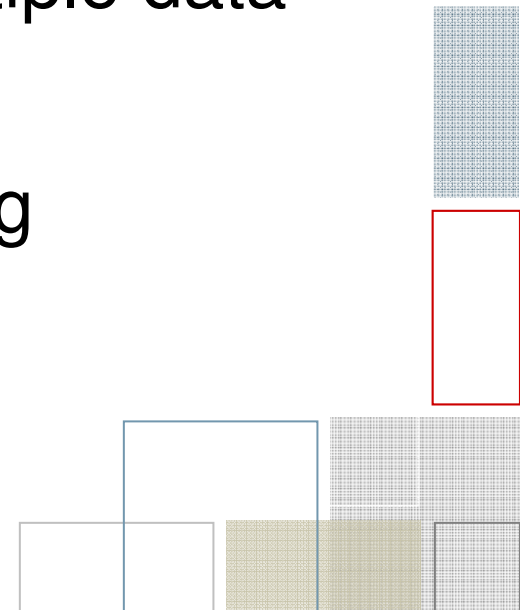
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- **Deliver the right information**
- **to the right people**
- **at the right time,**
- **in a format that's right for their need**



> The Challenges: How do you...

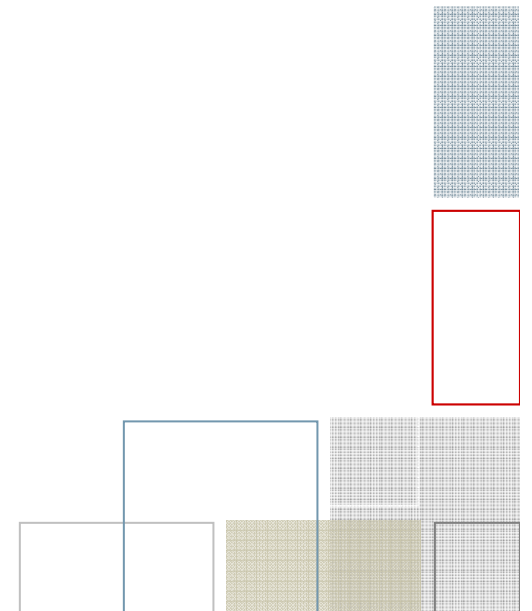
- ..highlight the relevant data ?
- ..manage differing user requirements?
- ..remove bottlenecks to ensure all feedback is incorporating into decision making process?
- ..consolidate and gain value from multiple data sources?
- ..be flexible in a dynamic and changing environment?



> Our Presenters Today

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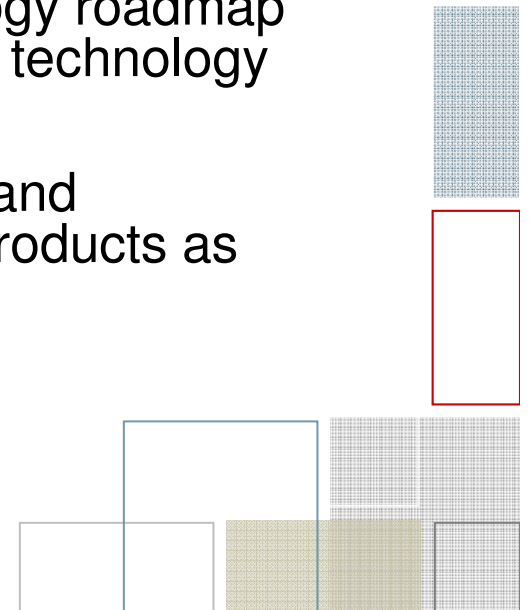
- Mary Lou Tierney, The MITRE Corporation
- Larry Curd, Gallup



> Mary Lou Tierney

SPSS

- Lead Technologist, User Experience Expert with The MITRE Corporation
- MITRE manages three federally funded research and development centers (FFRDCs), partnering with government sponsors to support their crucial operational issues.
- MITRE support government organizations such as:
 - Department of Defense (DOD)
 - Federal Aviation Administration (FAA)
 - Internal Revenue Service (IRS) & Veteran's Administration (VA)
- The MITRE Corporation provides a strategic technology roadmap for the agencies it supports and acts as a test bed for technology in support of government initiatives
- Mary Lou focuses on supporting knowledge workers and facilitating knowledge management by using SPSS products as her analysis canvas.



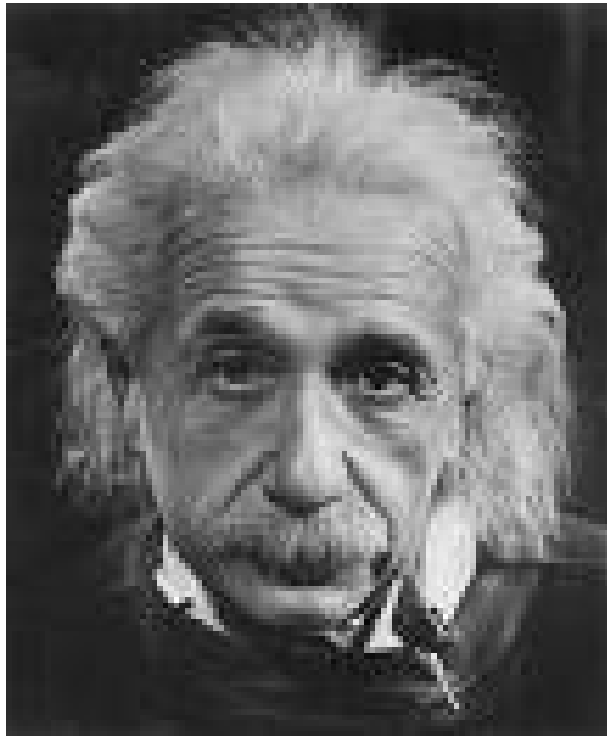
Whole-istic Analytics: **Qualitative & Quantitative Data Mashups**

Mary Lou Tierney, M.S.
Lead Technologist, User Experience Expert
The MITRE Corporation



What's the point?

**Nothing is absolute.
Everything is relative.**



MITRE

Why this matters

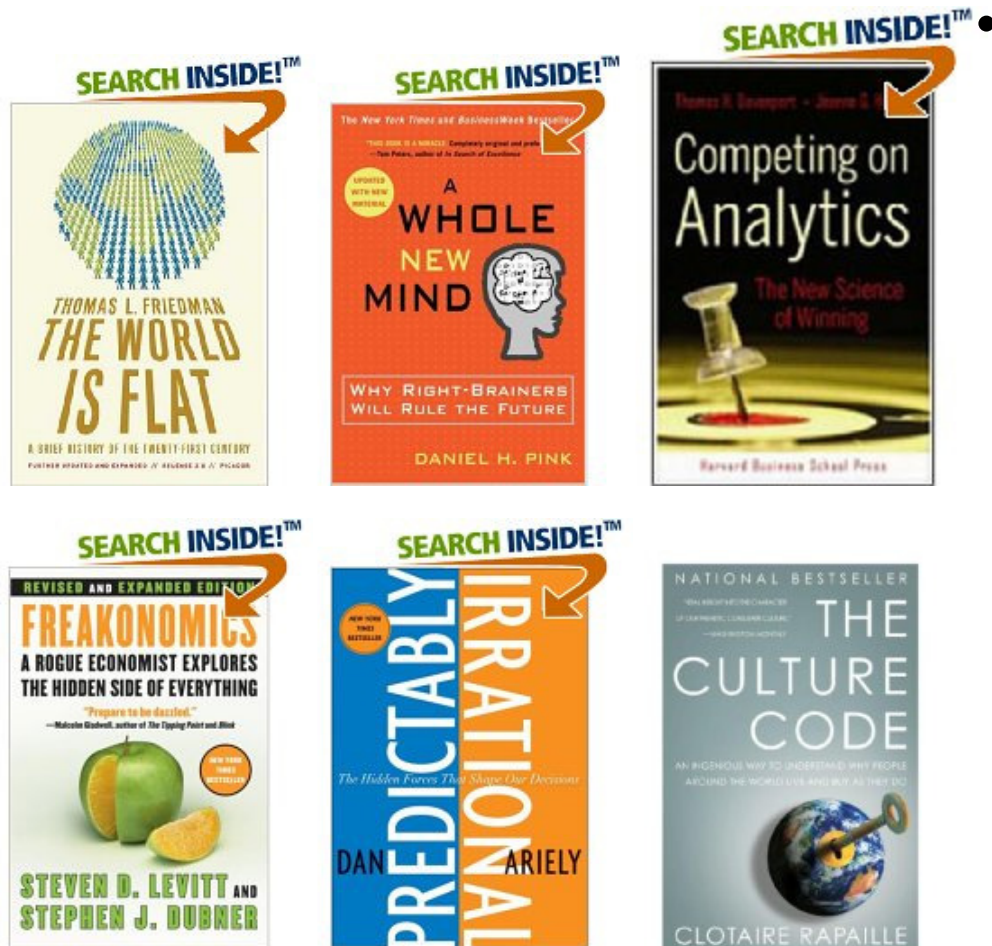
Find the gems fast.



Every 100 tons of mud
produces one carat of diamond.

MITRE

Why this is important



Trends & Evidence Business

- Enterprise tools
- Knowledge Management
- Out-sourcing

Research

- Data gathering
- Data analysis (lack of)
- Validity of results
- Shelf-life & reuse

Examples

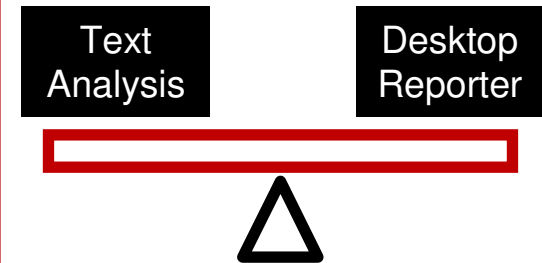
Guiding Principles
(website redesign)



Affinity Diagram



Knowledge
Management
Metrics Study



productivity ~ validity ~ re-use

Text Analysis demo

- **FOCUS:**
 - visualization tools for strategic, conceptual analytics
 - the value of reference tags

<demo>

Text Analysis: Suggest@SPSS

Top three recommendations for improving software:

1. Improve export/edit capability of visualization views
2. Ability to export demographics/reference tags with categories
3. Ability of web plots to be more interactive inside of Text Analysis

Desktop Reporter demo

- **FOCUS:**
 - mash-up environment for qualitative and quantitative data
 - canvas for strategic, conceptual analytics

<demo>

Desktop Reporter: Suggest@SPSS

Top three recommendations for improving software:

1. Ability to import Office 2007 files when merging **one other data set**
2. Ability to 'read workbook' when merging **one other data set**
3. Think about the user who is using the tool **more** for **analytics** and **less** for **report generation**

Before you begin

... think differently

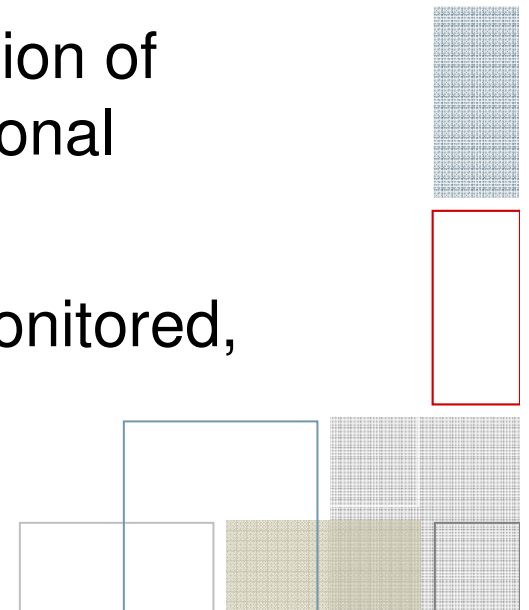


MITRE

> Larry Curd

SPSS

- Systems Administrator with Gallup
- Gallup has studied human nature and behavior for more than 70 years.
- Gallup's reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization
- Larry manages and support the implementation of SPSS products to support Gallup's informational needs.
- Larry ensures SPSS software is installed, monitored, and rolled out globally across Gallup.



GALLUP CONSULTING®

The Process Challenge



The Research Executive



- Sells project on basis of added business value to information consumer.
- Establishes project objectives and helps create appropriate survey.
- Provides survey results and data insights to information consumer.
- Works with operations to ensure project requirements are met.

Operations



- Manages fielding activity for survey – sampling, data collection, access to results.
- Integrates and analyzes data from all relevant sources for given project.
- Collaborates with others across operational spectrum.
- Uses variety of analytical techniques to generate results – tabulation, statistics, modeling and text analysis.

The Information Consumers



- Needs information at a high level .
- Needs information quickly—NOW!
- Needs detailed information on demand.
- Needs customized information on demand.
- Needs information in a way they can understand/present to others.
- Need to realize ROI from project within their business

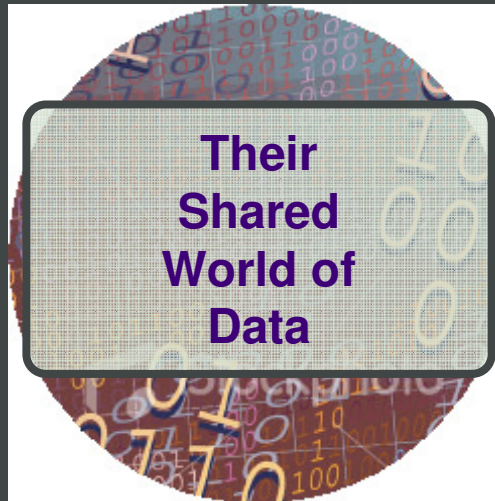
The Process Challenge



Operations



Research
Executives



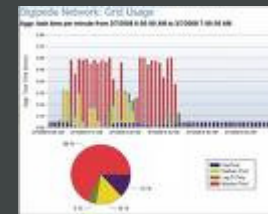
Information
Consumers



The Process Challenge



Operations



Research
Executives

Quality
Efficiency
Repeatability
Security
Self-Service

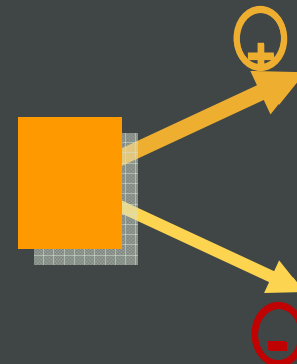


Information
Consumers



A Platform for Research Assets

- **Management** of survey assets
 - Centrally organize, share and protect assets
 - Fully leverage enterprise resources
- **Reliable execution** of key ongoing analytical processes
 - Automate, track and manage ongoing analysis
 - Ensure transparency to key players in process
- Consistent **delivery of results**
 - Visible accurate results
 - Ability to extend value of results consistently



The Gallup Story

- Where we Were
- Where we Are
- Where we are Going

Where We Were

- Using SPSS Statistics and visual basic programming, create static Adobe Acrobat reports
- Multiple visual basic programs with many lines of code worked on by many individuals
- Delivered static reports in Adobe Acrobat
- Special requests filtered through research team
- Endless cycle of report production



```
Sub Process_Closed
Dim Worksheet As Long
Dim Row As Long
Dim Col As Long
Dim Value As Long
Dim i As Long

For a = 1 To 10 Step 1
    Worksheet(i) = 0
Next

For Row = 1 To 5 Step 1
    For Col = 1 To 5 Step 1
        Value = Worksheet(i) + Worksheet(i + 1)
        Worksheet(i) = Worksheet(i + 1)
        Worksheet(i + 1) = Value
    Next Col
Next Row

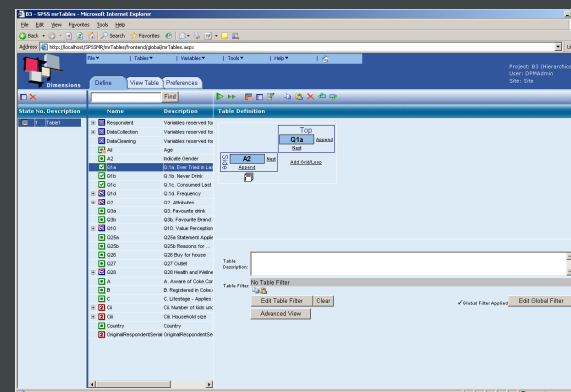
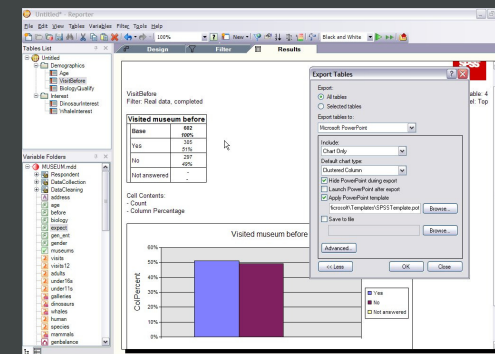
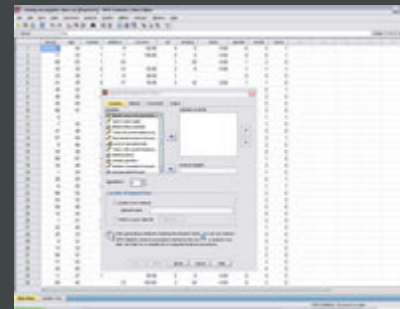
For a = 1 To 10 Step 1
    Worksheet(i) = 0
    Worksheet(i + 1) = Worksheet(i)
Next

End Sub
```



Where We Are

- More tools in the arsenal
 - SPSS Statistics, SPSS Dimensions and Clementine working together
 - Apply right tool to the job at hand
- Self-service model
 - Using SPSS Dimensions mrTables, create information hub
 - Expose data in a central, secure location for easy access

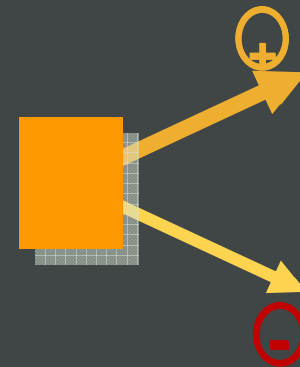


Result

- Breaking the Cycle
 - Self-service model for research executives and information consumers
- Streamlined Process
 - Ability to apply the right tool to the right problem to create “aha” moments for information consumers easier
- Flexibility of Deliverables
 - Able to take on projects that would have been impossible
 - Better, more insightful reports that deliver better value

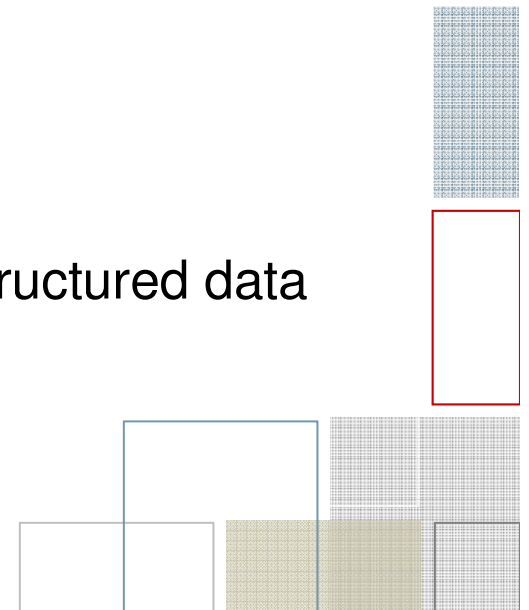
Where We Are Going

- Integration of Predictive Enterprise Services
 - Secure and centralize all research assets in a central hub
 - Leverage automation to add more efficiency
 - Integration of tools into a cohesive managed framework
- My “Aha” Moment:
 - SPSS tools can do quite a bit, but the true power is to apply the right tool at the right problem to get maximum results



> The Challenges Addressed

- Relevance
 - Data available to the right user at the right time
 - Significance measured, tracked, and flagged
- Bottlenecks
 - Data and analytical assets centralized and secured
 - Analytical process is transparent to relevant users
- Breadth
 - Available data visible to all stakeholders
 - Results available in a usable format
- Flexibility
 - Ability to analyze structured, semi-structured, unstructured data in one framework
 - Single platform for all data needs

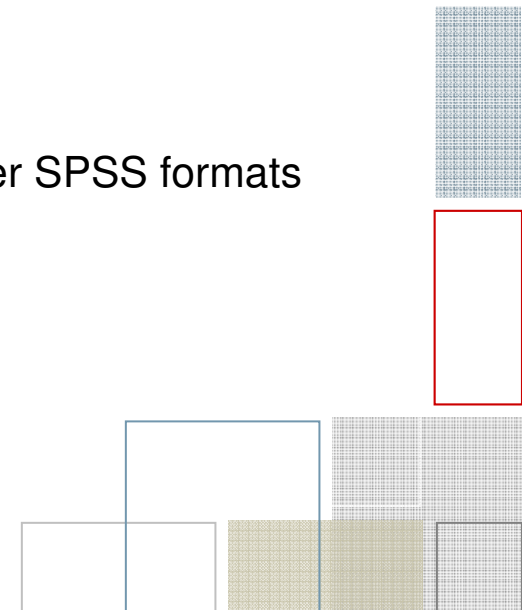


> SPSS Dimensions

The Reporting Process



- ✓ Tables Reporting
 - Web-based or Desktop-based
 - Interactive
- ✓ Microsoft Office Integration
 - PowerPoint
 - Excel
 - Word
- ✓ Built-in Security
- ✓ Integration with SPSS Analytics
 - Text Analysis
 - Statistics and Data Mining
- ✓ Feature Rich
 - Complex tables
 - Transformations
 - Flexible exports
- ✓ Many Data Formats
 - Real-time Dimensions surveys
 - SPSS
 - Quanvert
 - SurveyCraft
 - And many other SPSS formats



> We Can Help You Get There...

SPSS

- **Expert Training**

- Public Courses
- On-site Course
- Web-based Training

- **Professional Services**

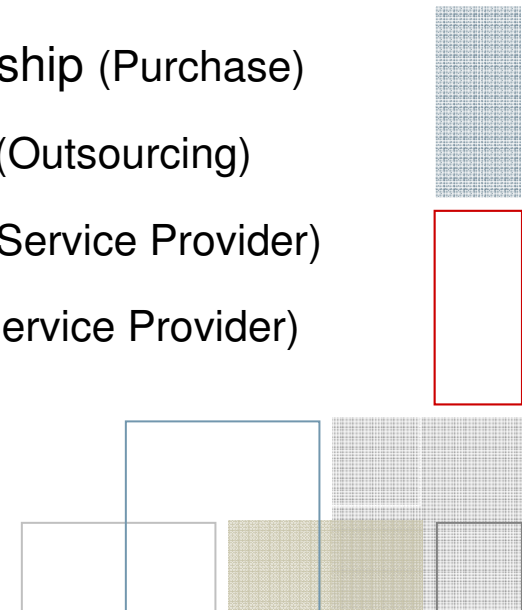
- Installation and Upgrade
- Operation and Administration
- Scripting Management
- Strategy Services

- **Technical Support**

- Troubleshooting
- Track Issues Online
- Worldwide Phone Roll-over

- **Flexible Engagement Models**

- Software Ownership (Purchase)
- Service Bureau (Outsourcing)
- ASP (Application Service Provider)
- MSP (Managed Service Provider)



> Questions?

The SPSS logo is located in the top right corner of the slide. It consists of the letters "SPSS" in a white, bold, sans-serif font, set against a solid red square background.

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